

NICEIC. The sign of a serious professional.

Scheme brandmark guidelines for NICEIC-certified businesses

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About NICEIC

For almost 70 years, NICEIC has been the UK's largest certification body for electrical businesses with over 40,000 currently certified with us. As the industry leader, we drive the highest standards of competence and safety.

We assess, certify and train electricians, plumbers, renewable energy installers, and gas and heating engineers. To become certified, businesses must demonstrate their compliance with technical standards and industry best-practice through rigorous assessments and continuing professional development.

Trade professionals look to us for certification and technical leadership, and value the credibility our name gives theirs. We provide ongoing advice and support, and list their businesses on our online 'Find a trusted NICEIC tradesperson' tool.

We help build public trust in trade professionals – and we never compromise on that trust. We work alongside government and industry to shape policy and drive standards. Many UK businesses, government organisations, local authorities and landlords will only work with NICEIC-certified businesses.

The NICEIC brand is owned and managed by Certsure LLP.

To learn more visit **niceic.com**

Growing your reputation as an NICEIC-certified business

You've demonstrated the quality of your services by passing our assessments – now it's time to reap the benefits.

By associating your business with our brand, your customers can easily verify your competence and track record as a professional business.

How to use and apply our scheme brandmarks









For decades, the NICEIC scheme brandmarks have been widely recognised symbols of quality. We're pleased to say the relevant scheme brandmark is now yours to use as an NICEIC-certified business – but please use it with care.

This guide will explain which scheme brandmark to use, and how and where you can use it to promote your business. If you've any questions, we are always happy to help.

In an increasingly competitive world, our brand will help your business stand out

Using an NICEIC scheme brandmark on your website, letterhead, social media and other materials demonstrates your status as an NICEIC-certified business, and reflects the value you provide for your customers.

Please remember, how you use an NICEIC scheme brandmark reflects on our reputation too, so it's important that you use it correctly and consistently.

If you have any questions about anything in this guide – or anything we've not covered – please contact us:

Email: **enquiries@niceic.com**
Call: **0333 015 6625**

Scheme brandmarks



















Only use the official NICEIC scheme brandmarks

Please always use the master artwork files for the NICEIC scheme brandmarks to ensure accurate and professional reproduction – do not create your own, alter or leave out any elements.

The NICEIC scheme brandmarks are available in different formats to download from my.niceic.com/login

You've worked hard to earn the right to use our scheme brandmark. We want to protect that right.

- **NICEIC scheme brandmarks must only be used by businesses that are currently certified by NICEIC.**
- **If your business is awaiting certification, you must not use any of these scheme brandmarks until your business is certified.**
- **You must ensure your business only uses and displays the scheme brandmarks for the services your business is currently certified for by NICEIC.**

If, for whatever reason, certification of your business is removed, the reputation of NICEIC-certified businesses and NICEIC must be protected. Therefore, your business must immediately cease all use of NICEIC scheme brandmarks. If we see businesses that aren't certified using an NICEIC scheme brandmark we have no option but to contact Trading Standards.

Where you can use an NICEIC scheme brandmark

You **can** use NICEIC scheme brandmarks on a variety of your business materials.

✅ **Your** business stationery, publications, website, social media channels, online advertising, directories, event stands, conference displays, vehicles and office signage. However there are circumstances when the scheme brandmark cannot be used. Please refer to the individual scheme guidance notes.

NICEIC scheme brandmarks **must not** be used in certain scenarios.

❌ The stationery, accounts, website, or publications of third parties, such as a client.

❌ Any advertisements where an NICEIC-certified business is endorsing or approving the products of a third party, such as a client. This is to avoid misleading the public into believing the endorsement is made by NICEIC.

❌ You must not provide any NICEIC scheme brandmarks to third party suppliers including embroidery or clothing suppliers – NICEIC-branded clothing may only be purchased from the NICEIC online shop.

❌ On unofficial NICEIC social media groups. This is to avoid misleading the public or NICEIC-certified businesses that these are official NICEIC channels for communication.

❌ There are some further exceptions where an NICEIC scheme brandmark cannot be used, for example, some cannot be used on vehicles and when you're working in live environments.
At all times you must comply with the safety working regulations – yours and your customer's safety is paramount.

Please note: the NICEIC trademark without a scheme descriptor must never be used by NICEIC-certified businesses. It must always be used with the relevant scheme descriptor.

Our branding reflects the quality of our services – and yours – so we must protect its use

Wearing an NICEIC scheme brandmark is a sign of professionals who meet our high standards of competency and safety. There are some key points to remember.

- **Always work safely and in compliance with the Electricity at Works Regulations (EAWR 1989) and all other health and safety regulations applicable to the work being undertaken, for example, working at height.**
- **We strongly recommend including the performance of relevant safe isolation procedures or providing confirmation that the required safe isolation has already been undertaken.**
- **All your electrical work undertaken must be compliant with BS 7671 The Requirements for Electrical Installations (IET Wiring Regulations).**

Finally, as an NICIEC-certified business you are working to the highest standards. So please use our scheme brandmarks in the same spirit. Very occasionally, we see businesses that use our certification, brandmarks, logos or certification marks in a manner which, in our opinion, brings the scheme into disrepute. In line with our scheme rules, we've had to suspend their certification and ask them to remove the material featuring our certification. Please help to protect the NICEIC brand by following these guidelines, and make the most of your NICEIC-certification in the right way.

Colours

Unless stated, NICEIC scheme brandmarks are available to use in:

- two colour – red and black
- single colour – either black or white.

Take care when placing NICEIC scheme brandmarks, especially on photographic backgrounds. Select the most appropriate version to ensure the entire NICEIC scheme brandmark stands out clearly.



Clear space

There must be a minimum amount of clearance around the NICEIC scheme brandmark.

To measure this, use the width of the letter ‘N’ from the NICEIC scheme brandmark to determine the minimum clear space all around the scheme brandmark.



Choosing and applying our scheme brandmark correctly

How and where you position our scheme brandmarks in relation to other graphic elements is important and will ensure our brand retains its highly professional look.

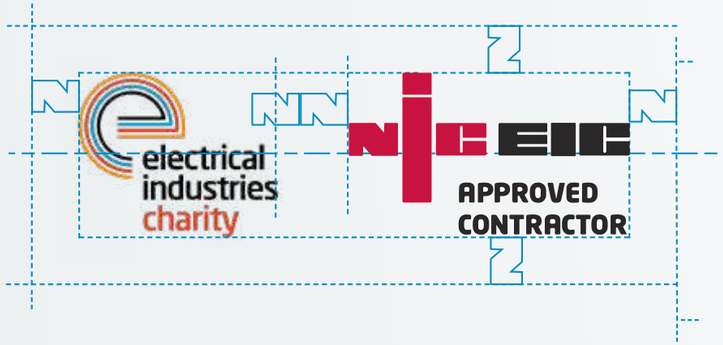
Please only ever use the scheme brandmarks that are downloadable from NICEIC. Never create your own version or amend our scheme brandmark.

Download the NICEIC scheme brandmarks

Positioning

An NICEIC scheme brandmark must not be positioned directly next to your business logo/ brandmark. Please allow a minimum of 1 1/2 ‘N-widths’ between the two brandmarks.

When used in a digital environment, the scheme brandmark should always remain static. It must not rotate, flash, turn, change dimensions, or move around the screen.



Size

The minimum size of an NICEIC scheme brandmark is 10mm height. It can be any size above the minimum, but it should not be displayed more prominently, or much smaller than your own business’s logo/ brandmark.

The recommended size for our scheme brandmark on an A4 document is 22mm in height. Any enlargement or reduction shall retain the same proportions as those of the master artwork file.

Formats

NICEIC scheme brandmarks are available as JPGs, PDFs and vector files.

Choosing and applying our scheme brandmark correctly

Using our scheme brandmarks consistently and accurately gives an implicit sense of reassurance to your customers and demonstrates the same attention to detail that you apply to your own work.

Please don’t recreate or distort our scheme brandmarks in any way

The examples below show how NICEIC scheme brandmarks should NOT be used.



Do not alter or replace the position or order of any of the scheme brandmark elements, or add any additional elements other than those specified in these guidelines.



Do not change the colour or overall form of the scheme brandmark or fill any elements with gradients, patterns or textures. other than as specified in this document.



Do not squash or stretch the scheme brandmark.



Do not modify the scheme brandmark.



Do not distort the scheme brandmark.



Do not recreate the scheme brandmark.

Let’s keep things accurate and consistent

Using our scheme brandmark accurately sends out the right signal to your customers that it is legitimate. If it’s distorted, they may question if you’re genuinely certified. So please use the downloadable files only and apply them as shown in this document – NOT as shown opposite.

Download the NICEIC scheme brandmarks

Our individual scheme brandmarks

Our individual scheme brandmarks

As well as the guidance in this section, the rules in section one also apply to the scheme brandmarks – for sizing, positioning and placements.

As with all our brand elements do not modify, distort, or recreate these scheme brandmarks in any way. It is the responsibility of the NICEIC-certified business to ensure the scheme brandmark is used correctly at all times.



NICEIC Approved Contractor brandmark

This scheme brandmark signifies that a business is currently assessed as meeting the requirements for the NICEIC Approved Contractor Scheme.

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- This NICEIC Approved Contractor brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).



NICEIC Domestic Installer brandmark

This scheme brandmark signifies that a business is currently assessed as meeting the requirements for the NICEIC Domestic Installer Scheme.

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- The NICEIC Domestic Installer brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).



NICEIC Hazardous Areas brandmark

This scheme brandmark signifies that a business is currently assessed as meeting the requirements for the NICEIC Approved Contractor Scheme and the NICEIC Hazardous Areas scope of work.

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- This NICEIC Hazardous Areas brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).

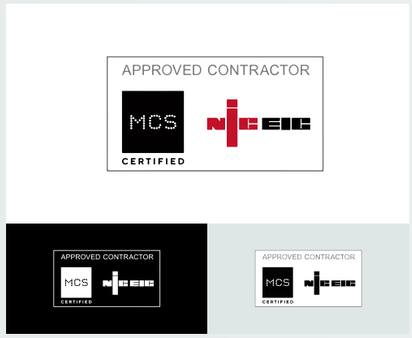
Our individual scheme brandmarks



United Kingdom Accreditation Service (UKAS) brandmark

The NICEIC Approved Contractor Scheme and the NICEIC Domestic Installer Schemes are accredited by the United Kingdom Accreditation Service (UKAS). Organisations registered on these schemes can use the NICEIC scheme brandmark alongside the UKAS logo.

- These scheme brandmarks can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- The UKAS trademark cannot be used on its own. The UKAS trademark guidelines are available **here**
- The UKAS trademark should be displayed no more than 30mm high on an A4 sheet of paper. It can be proportionally increased if the format is larger than A4. Any enlargement or reduction shall retain the same proportions as those of the masters, so will need to be reduced or enlarged in its entirety including borders.
- This UKAS trademark is available in three colours. The two-colour version (black and red), or single colour (black or white).
- This UKAS trademark must NOT be used on vehicles.



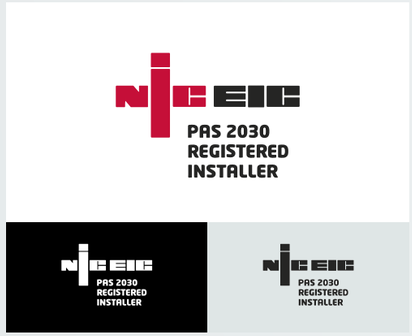
Microgeneration Contractor Scheme (MCS) brandmark

NICEIC is a certification body for the Microgeneration Contractor Scheme (MCS). This MCS Approved Contractor Scheme brandmark can only be used by NICEIC-certified businesses that are currently assessed as meeting the requirements for the Microgeneration Contractor Scheme (MCS).

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- The scheme brandmark can only be used on materials directly connected with MCS.
- The MCS stand-alone logo shall normally have a minimum height (excluding the accreditation number) of 40mm. Any enlargement or reduction shall retain the same proportions as those of the masters, so will need to be reduced or enlarged in its entirety including borders.
- This MCS Contractor Scheme brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).
- It must consist of three elements:
    - the MCS mark
    - the approval statement
    - the certification body scheme brandmark – in this case this is NICEIC.
- More specific information for using the MCS standalone logo can be found in the the MCS Certified Brand Guidelines (V5.0)

Our individual scheme brandmarks

Our individual scheme brandmarks



PAS 2030 Registered Installer brandmark

This scheme brandmark signifies that a business is currently assessed as meeting the requirements for the NICEIC PAS 2030 Installer Scheme.

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- This NICEIC PAS 2030 Registered Installer scheme brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).



NICEIC Registered Competent Person brandmark

The NICEIC Registered Competent Person Electrical Scheme brandmark can only be used by NICEIC-certified businesses that are currently deemed competent to carry out electrical installation work in England and Wales.

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- The Registered Competent Person Electrical trademark must not be displayed in isolation under any circumstances. It must be used as an element of the NICEIC Registered Competent Person Electrical trademark.
- The minimum permitted width of this scheme brandmark is 60mm.
- This NICEIC Registered Competent Person Electrical Scheme brandmark is available in three colours. The two colour version (teal and pale teal), or single colour (black or white).



Registered Installer brandmark

The NICEIC Registered Installer scheme brandmark signifies that a business is currently assessed as meeting the requirements for the NICEIC Competent Person Scheme (non electrical).

- It can only be used by businesses that are currently certified as approved for this scope of work by NICEIC. It is the responsibility of the NICEIC-certified business to ensure this scheme brandmark is used correctly at all times.
- This NICEIC Registered Installer scheme brandmark is available in three colours. The two colour version (black and red), or single colour (black or white).

Questions? Need help?

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The NICEIC brand is owned and managed by Certsure LLP.

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Contacting NICEIC

Post
Warwick House,
Houghton Hall Park,
Porz Avenue, Houghton Regis,
Dunstable, LU5 5ZX.

Call
0333 015 6625

Email
enquiries@niceic.com

Website
niceic.com